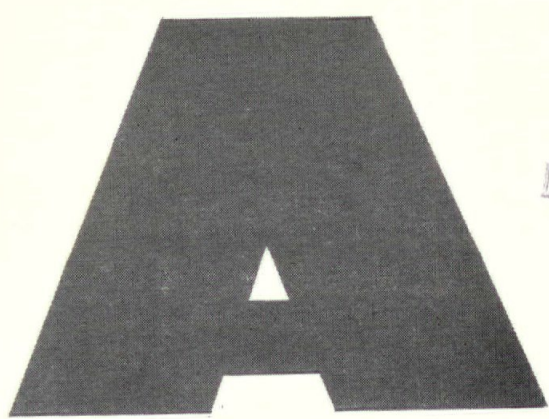


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# TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

**JANUARY  
1958**



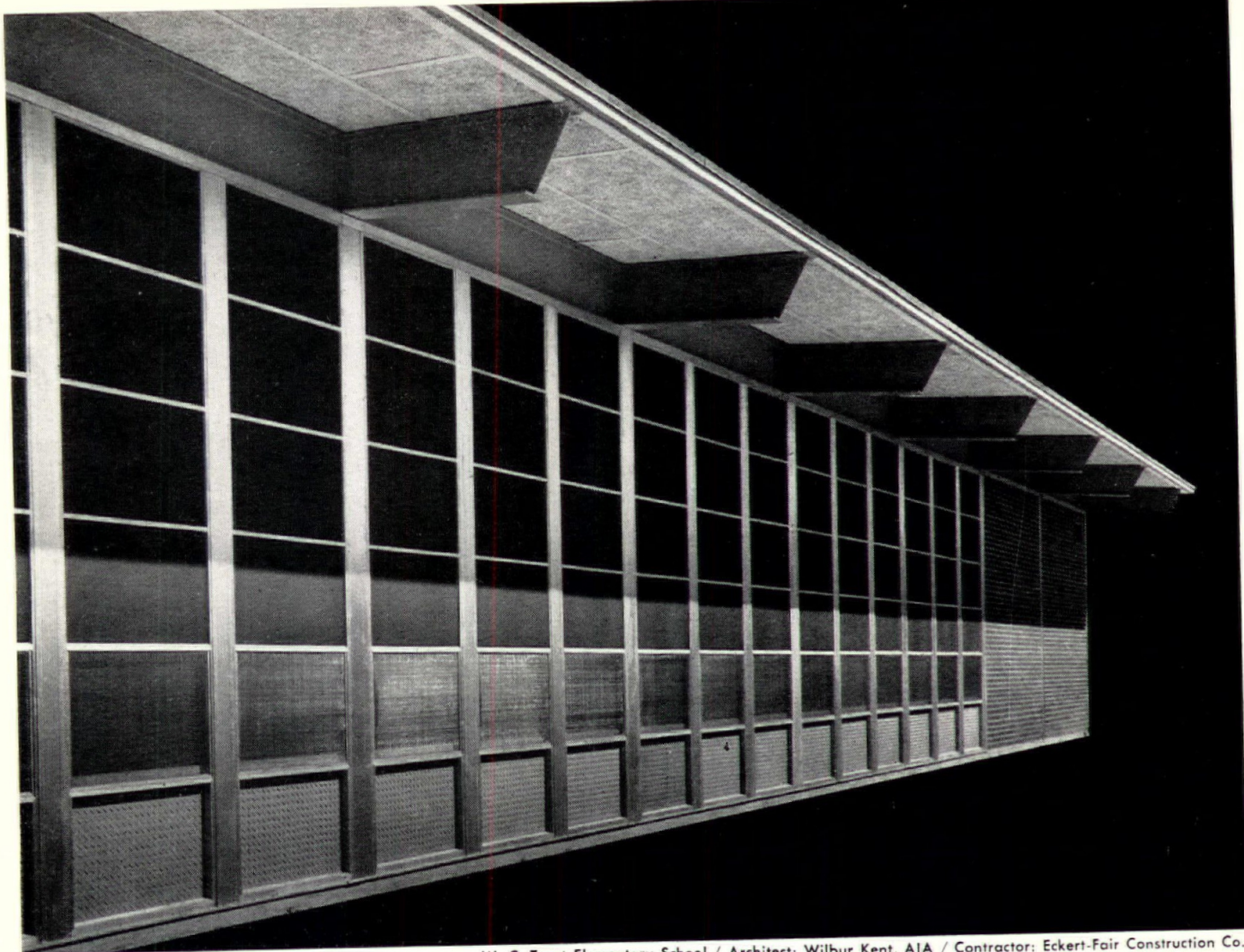
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- ▶ South Austin Church  
Is Selected By  
Central Texas Chapter
- ▶ Overall Gains Should  
Offset Some 1958  
Construction Declines
- ▶ Additional Pictures  
Of Winning Entries in  
"Texas Architecture—57"



SEE PAGE 6





W. C. Trout Elementary School / Architect: Wilbur Kent, AIA / Contractor: Eckert-Fair Construction Co.

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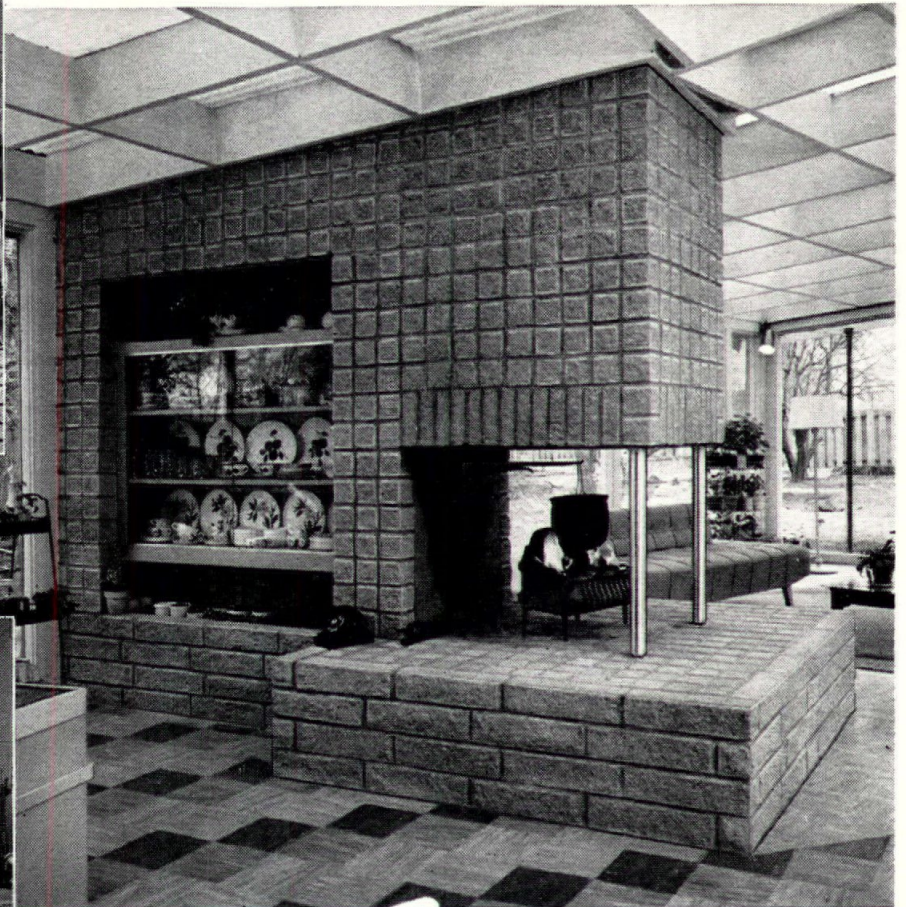


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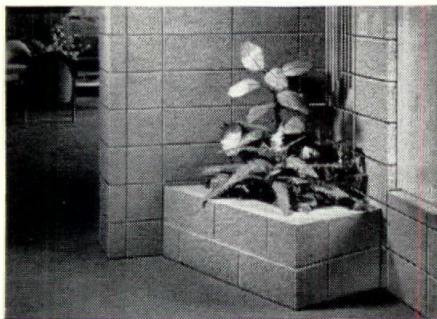




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# THE TEXAS ARCHITECT

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JANUARY, 1958

NUMBER 10

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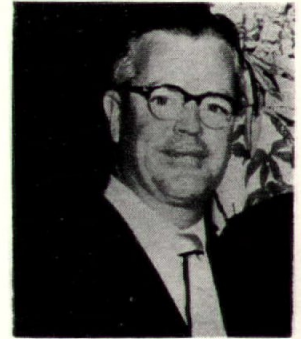
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## The President's Letter

By  
Reginald  
H.  
Roberts

President,  
Texas Society  
of Architects



The traditional winter quarter meeting of the TSA Executive Board at Austin January 18 launches what we believe will be another busy and forward-moving year for our regional AIA organization.

As usual, the January agenda is a heavy one, for it is here that the representatives of the 14 TSA Chapters (including for the first time our new Northeast Texas affiliate), discuss such basically important matters as the budget, committee assignments for the year, Chapter liaison, and major programs for the coming 12 months.

One item, committee assignments, is always particularly significant, for it is in these groups that the real work of our organization is hammered out. For this reason, recent TSA administrations have stressed the need for perfecting committee organization from the very beginning of the new year, so that work can go on without delay.

The other TSA officers and I are looking forward to active beginning of the 1958 program with a great deal of anticipation, hoping that we can continue the fine progress recorded since TSA was launched less than 20 years ago, and especially in recent years under our friends Fred MacKie, Max Brooks, Grayson Gill, and their predecessors.

## GAINS TO OFFSET 1958 CONSTRUCTION DECLINES

The F. W. Dodge Corporation, construction news and marketing specialists who are for the first time releasing such figures on a 48-state basis, have encouraging news about building projections for 1958.

In summary, gains in housing and government facilities are expected to more than offset prospective declines for industrial and commercial building during the next 12 months. Dodge economists estimate total 1958 construction contracts for 1958 at \$33.8 billion. This would be up 5% over 1957, but the figure drops to an overall increase of nearer 3% when an adjustment is made for higher construction costs.

It is fortunate that the economy, and the construction industry, can turn to emphasis upon various types of building to soften the effect of periodic readjustments. Thus in 1958 it is predicted that heavy engineering construction — public works and utilities — should be up a solid 7% over 1957's record level. This, plus a somewhat unexpected gain of 6% in non-farm dwelling unit starts, should more than offset the anticipated decline in commercial and industrial contracts.

As a result, there should occur a "mild improvement" in the overall construction picture. This is good news indeed, because construction lies near the heart of the economy of the U.S.



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# Public Knows Little About Architects, Recent National Survey Indicates

The findings of a 48-state survey to determine how well acquainted the public is with the vital role of the architect in homebuilding has been released by the research department of Kentile, Inc., producers of resilient tile flooring.

The survey was conducted to discover:

- 1) How many people actually engage the services of an architect.
- 2) How many people would like to use an architect.
- 3) What percentage of the public are aware of the services the architect renders to the homeowner.

In substance, the report was a two-phase study. In the first phase, 2,993 owners of existing homes were queried. And the second part of the study related to 2,240 families who planned to build their own home within the next 12 months. The income of both groups ranged from \$5,000 to \$25,000.

Interviews were conducted in representative cities and towns throughout the nation to get the up-to-the-minute facts about the architect profession. Researchers employed the personal interview method of questioning the homeowner.

Here are the results of this two-part survey.

In the first part 2,993 homeowners were interviewed. They were asked: Did you engage an architect to plan your home?

Their answers were:

Of those who owned \$15,000-\$25,000 homes two per cent said "yes." Of those who owned \$22,500 to \$30,000 homes, five per cent said "yes." In the \$30,000 to \$40,000 group nine per cent said "yes." And in the \$40,000 to \$60,000 category 19 per cent answered "yes."

In the second phase of the study, 2,240 families who planned to build homes during the next 12 months were queried. The first question asked was: Are you going to engage the services of an architect to help you build your home?

Eleven per cent answered "yes" to this question. Seventy-nine per cent answered "no." And 10 per cent said "they did not know."

In answering the question "do you know the service an architect renders?", eight per cent of those who planned to buy a home answered "yes." Eighty-one per cent said "no."

And 11 per cent said they "thought they did."

When the eight per cent who said they were familiar with architect service were questioned in detail, the survey revealed that only five per cent really did know what an architect does.

When the 81 per cent who said "no" were told how an architect helps plan, design and construct a house, 65 per cent either changed their minds or thought they should give the question more thought.

The survey proved conclusively that there was a need for public education on the services an architect renders.

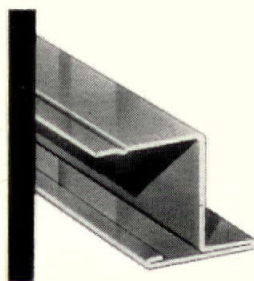
As a result of this comprehensive study, Kentile initiated with the co-operation of the American Institute of Architects an educational program to enlighten the consumer of the innumerable advantages in availing himself of the services of an architect.

The focal point of this program was an interesting color film entitled "Design For Building Wisely," the first motion picture to trace the full contributions of the architect from the moment his services are engaged until the point when the family occupies the home.

(Continued on page 11)



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# Representative Selection: Central Texas Chapter, AIA

**Project:** Prince of Peace Lutheran Church

**Client:** Prince of Peace Lutheran Church, Austin

**Architect:** Eugene Wukasch, TSA-AIA, Austin

**Illumination Engineer:**  
Earl Wukasch, Austin

**Mechanical Engineer:**  
B. Seagal, Jr., Austin

**Contractor:** A. H. Edburg, Austin

On a high hilltop, just off the Expressway in a newly-developed suburban area of South Austin, the first unit for Prince of Peace Lutheran Church commands a panoramic view of the city. Designed to meet the needs of a newly reorganized rural-suburban Protestant congregation — its nucleus being drawn from the old rural Swedish Lutheran Church of the Elroy community approximately six miles to the southeast of the new site, this project called for a sensitive blending of the traditional with its contemporary counterpart — warm simplicity. Its role was to be a challenging one: to relocate the established group and to draw new members from the surrounding suburban area. Though a strongly liturgical church was requested by the client, in keeping with the heritage of its people, a second element of warmth and friendliness in the group paved the way for the acceptance of a simpler, contemporary approach.

## Physical Requirements:

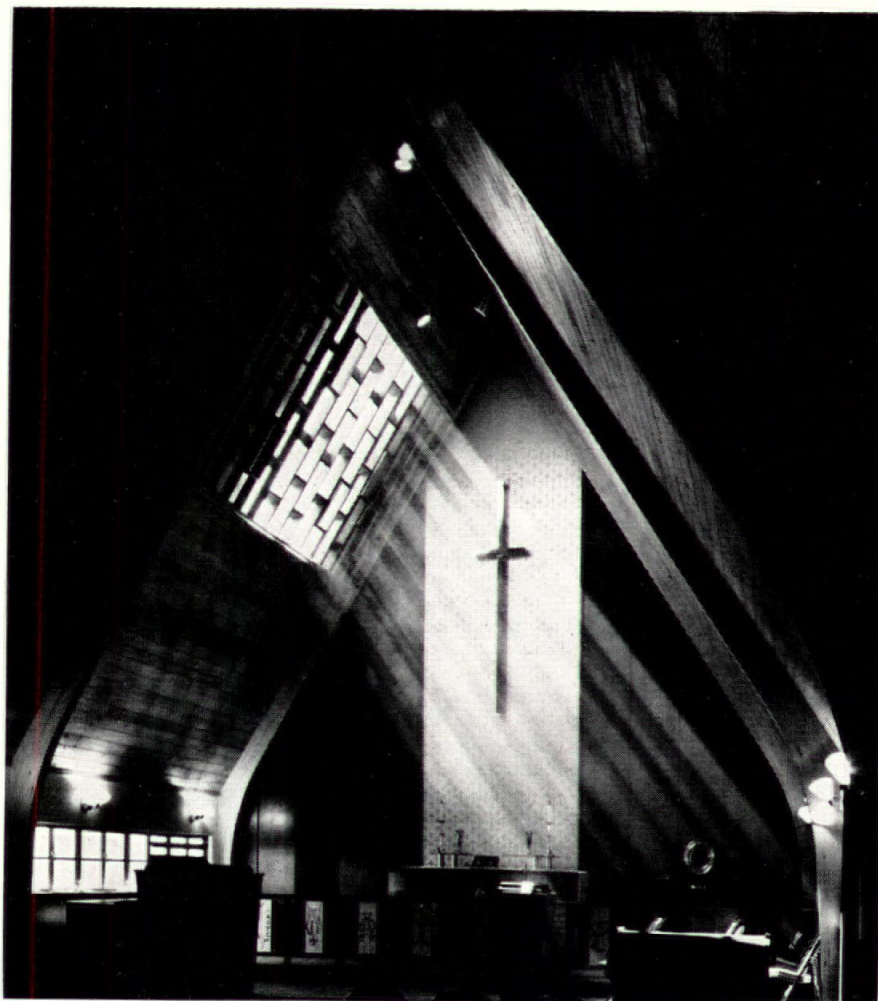
Physical requirements called for a sanctuary seating 150, two classrooms, a minister's study, rest rooms, and a

small serving kitchen. Since the budget for this program was low, the design and construction were affected; yet a desired feeling for height in the sanctuary was achieved by high pointed arches with low sidewalls. The roofline of all other areas was held low, with a flat tar and gravel roof. The narthex square footage was held to a minimum, its feeling of spaciousness being

achieved through use of exterior walls of transparent, sand-etched glass. The ideal was attempted: that of making each square foot, as well as every cubic foot, effective in achieving the program requirements. Final construction consisted of 2,830 square feet, costing \$13.10 per square foot, and containing 38,900 cubic feet, at a cost of 95¢ per cubic foot.

## Construction Details:

Laminated wood arch frames and solid wood decking were used in combination with wood stud frames and flat roof wood joist construction. Other



## Interior View of Austin Winner

An interior view of the Prince of Peace Lutheran Church in Austin, selected by members of the Central Texas Chapter, AIA as representative of recent work in the Chapter area. Picture illustrates use of high pointed arches with low sidewalls in sanctuary, and transparent, sand-etched glass.

Architect for the church was Earl Wukasch, TSA-AIA of Austin. An exterior view of this project is shown on the cover of this month's issue of the TEXAS ARCHITECT.

The accompanying account of the design problem involved and his solution is by Mr. Wukasch, the architect.



details included brick and glazed tile veneer; aluminum sheet, trim, and ornamental metals; asphalt shingle and built-up tar and gravel roofs; gypsum wall board and natural select red gum panels and trim interior finish; and asphalt tile floors. A central heating and air conditioning system with under floor perimeter duct layout was installed. Exterior and interior lighting control is by automatic time clocks. The colored glass is Blenko Antique and the glass designs are of sand-blasted  $\frac{1}{4}$ " plate glass.

#### Symbolism and Art Coordination:

The historical and liturgical aspects of the church were achieved through the retention of accepted Christian symbols. While functionally good for program requirements, the floor plan was also developed to meet the liturgical aspects of the worship services. Though in new form, the high-pointed arches of the interior as well as the exterior spire are reminiscent of forms historically accepted for centuries as religious architectural motifs. Some of these forms had appeared on the Elroy church, now demolished, its members absorbed by the new group. Into these forms was woven strong ecclesiastical symbolism presenting a truly contemporary Christian witness to the community.

All symbolism was conceived early in the design stage, and was accepted by the client well in advance of its physical realization. This achieved coordination which helped to integrate the art media, both on the exterior and the interior of the building. Art forms consisted principally of glass and metals, many detailed on the architectural working drawings. Dominating the main entry and portraying the central theme of the Christian church, the redemption won by Christ at Calvary, are panels of plate glass etched in the studios of Octavio Medellin of Dallas.

Accessory materials and color scheduling reflect monochromatic scheming. Accents were reserved for points of interest and for the blending together of all components into a completed building with emphasis basically at two points: one, the powerful and clearly defined entrance to the building; the second, a worshipful, but dominant chancel area.

Detracting fixture screw-heads, nuts, and hinges are eliminated from the ceiling by a new line of recessed incandescent lighting fixtures announced by Curtis Lighting, Inc., Chicago manufacturer.

## Nation's Leading Economists See Continued Inflation in 1958

The nation's leading business and university economists expect 1958 to be a year of cross currents, with continued inflation pushing the major dollar indicators of activity to new highs according to the eleventh annual survey of economists' opinion conducted by F. W. Dodge Corporation.

According to an analysis by Dodge vice president and economist George Cline Smith, the 202 economists participating in the current survey indicated in their comments widespread concern over the outlook for next year.

#### Four Main Points Listed

The composite opinion of the economists polled during October revolved around four main points, according to Dr. Smith:

1. Total dollar output in 1958, as measured by Gross National Product, would rise slightly.
2. Hourly wage rates would continue to go up in all major categories.
3. The cost of living would continue to rise in 1958, and wholesale prices would also go up, but not quite as rapidly.
4. Real output (as measured by the Federal Reserve index of industrial production) will dip in the first half of 1958, and then rise slightly during the last six months.

### Church Architecture Exhibition To Be Held In Detroit February 18, 19, 20

The Church Architectural Guild of America and the Department of Church Building of the National Council of the Churches of Christ in America have announced the 1958 Conference and Exhibition of Church Architecture, to be held at the Veterans' Memorial Building in Detroit from February 18-20.

The exhibition, with the theme, "The Church Builds in a Changing World," is being held in cooperation with the Detroit Council of Churches and the Detroit Chapter, AIA.

Several members of TSA-AIA are planning to enter recent work in the display of architectural drawings being held in conjunction with the Detroit meeting. Detailed information is available through the Church Architectural Guild of America, 1346 Connecticut Avenue, N.W., Washington, D. C., which adheres to AIA standards in staging competitions involving church architecture.

"There was a general feeling in last year's survey that 1957 would be an all-time record year," Dr. Smith said. In the current survey, while the figures estimated would for the most part be at new record levels, the comments paradoxically take little note of this fact. Instead, the words 'decline' and 'recession' appear in the comments with some frequency, and none of the comments expresses real optimism for the immediate future.

#### Inflation Is Feared

"The apparent paradox between the generally increasing numerical estimates and the less optimistic tone of the comments seems to arise from the general feeling that the rise in the dollar indicators next year will be due largely, if not entirely, to inflation," explained Dr. Smith.

Practically all of the economists expected wage rates to rise next year, Dr. Smith reported. On the average, they expected the consumer price index to rise from its current level of about 121 to 123 by the end of 1958, and they thought the BLS wholesale price index would go from its current 118 to 119 by the end of 1958. They expected gross national product to be running at the annual rate of \$449 billion in the fourth quarter of 1958, as contrasted with the second quarter 1957 rate of \$434 billion.

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# Descriptions of Winners in "Texas Architecture, '57"

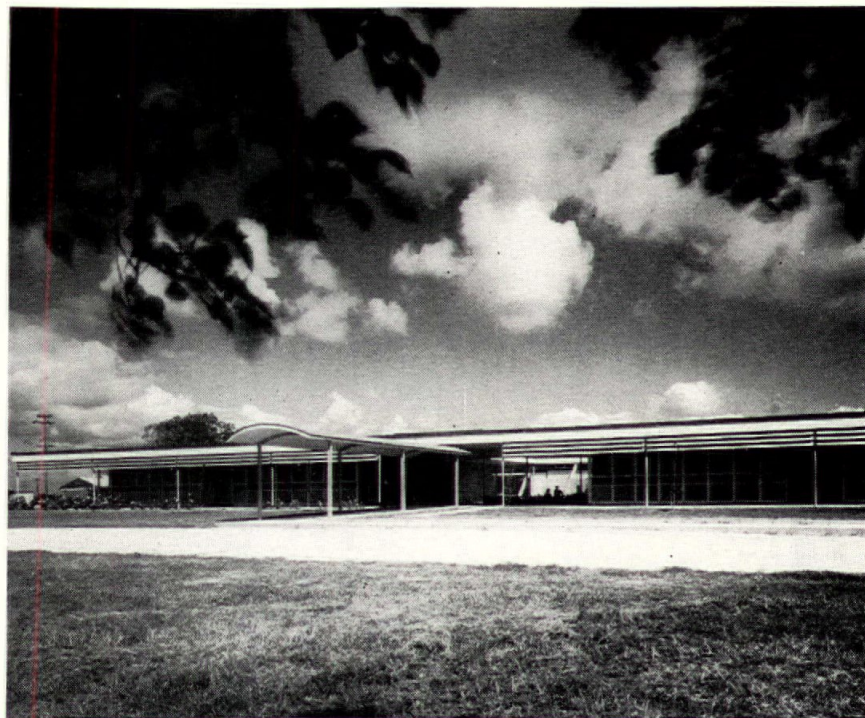
Editor's Note: We continue a series on nine winners in the annual statewide competition sponsored by TSA and the Dallas Chapter, AIA—"Texas Architecture—'57." We asked that the winning architects briefly describe the problem which they met and solved in conjunction with each winning project.

Webster Elementary School  
Webster, Texas

Award of Merit,  
Schools Category

Architects:

George F. Pierce, Jr.  
& Abel B. Pierce, TSA-AIA  
Houston, Texas



PROJECT: Webster Elementary School  
LOCATION: Webster, Harris County,  
Texas

OWNER: Clear Creek Consolidated  
Independent School District, C. D.  
Lanbolt, Superintendent of Schools

ARCHITECTS: George Pierce - Abel B.  
Pierce, TSA-AIA, Houston

STRUCTURAL ENGINEERS: Walter P.  
Moore

MECHANICAL ENGINEERS: H. E. Bovay,  
Jr.

LANDSCAPE ARCHITECT: Bishop and  
Walker

GENERAL CONTRACTOR: Cled E. Wal-  
lace, Jr., Houston

An eight classroom elementary school was required with as many useful, climatically comfortable and esthetically desirable features for teaching, learning and community use as possible on a fairly limited budget.

Teaching spaces were desired to be separated from administrative-physical education-community use spaces. The result was an arrangement of two main areas separated by an enclosed patio-courtyard and connected by masonry-screened covered walkways.

In addition to separating the two main building areas, the courtyard serves as a controlled outdoor activity area for the first and second grades where supervision may be easily maintained.

Outdoor assemblies and programs may also be held in the courtyard with the upper level being used as a stage, accessible from the gymnasium and dressing rooms) and the lower level being used for spectator seating.

The driveway which serves the student entrance is located to align with the driveway entrance to the existing junior high school across the street. This was required for better bus circulation.

Future expansion is easily provided with no demolition of present construction by simply adding another cluster of four classrooms.

In addition to these requirements, other features, which are listed below, were desired by the teaching and administrative personnel involved:

1. Large amount of counter and cabinet storage space in classrooms. Lavatory and drinking fountain in each classroom.
2. Skylights with metal jalousie light control in classrooms and library.
3. Aluminum double-hung floor-to-ceiling windows walls for durability, light, low maintenance, ventilation and feeling of space.
4. Corkboard and unistrut project-display wall panel in each classroom.

One special feature of the school was the elimination of the dining room

and kitchen (except for small serving kitchen for PTA and community-use functions) by serving students hot lunches in their classrooms from portable food carts (equipped with folding cafeteria tray rails, dishes, etc.) which are rolled across the street from the junior high school kitchen.

## TECHNICAL DATA:

Construction consists of light steel and bar joist flat roof framing with gypsum deck, laminated wood arches and 4" thick T & G wood roof deck over the gymnasium-auditorium, and concrete floor slab on fill with drilled concrete footings under columns.

4" x 12" x 12" clay facing tile, turned vertically and exposed on the interior and the exterior, are used as masonry units. Exterior walls are 12" hollow wall construction with a 4" air space.

Other materials are: asphalt tile floors, acoustical tile ceilings, fluorescent lighting, solid plaster partitions, steel door bucks and aluminum double-hung windows, plexiglas sky-lights.

Classrooms are grouped into two-four unit clusters with a utility core at the center. Located over the toilet areas are forced air hot water coils and fan unit, thermostatically controlled, for each classroom, and an attic-type exhaust ventilating fan for each two classrooms.



PROJECT: Luby Cafeteria  
LOCATION: San Antonio, Texas  
OWNER: Luby Cafeterias  
ARCHITECTS: Noonan, Thompson,  
Krocker & Associates, TSA-AIA,  
San Antonio

The site selected is in an existing shopping center northwest of San Antonio, served by three major arteries and one secondary street, and is an interior lot, with no acceptable view. It was necessary to provide for future expansion, and also daylight without glare was desirable to create a pleasant, open dining atmosphere and avoid a "boxed-in" feeling. The final design was an enclosed, controlled environment, achieved by the use of exterior tile screens and sheer draperies. Planted areas and the traditional San Antonio patio with a pool, tropical plants, and flowering shrubs were important factors in creating a feeling of openness.

#### Extended Architect's Responsibilities

The architect's responsibilities extended beyond design of the building: They included complete kitchen planning and equipment layout, interior design and decoration, selection of all furniture, furnishings, accessories, materials and colors, personnel uniforms, special lighting, and other decorative effects.

The serving line, which doubles back on itself, increases the public waiting area, reduces the lobby, and at the same time gives the customers an opportunity to see the food before entering the serving line proper. Use

is made of smaller, psychologically-separated dining areas in lieu of a single large room, as customers prefer the feeling of more intimate dining. These areas were achieved by planting boxes and a light birch strip divider with accents of color and natural walnut.

#### Rich Contrast of Materials

Floors in the waiting and serving area are terrazzo, the dining rooms are carpeted, and ceramic tile is used in secondary areas. Walls are of plaster, black hollow brick, sequence-matched walnut paneling, walnut parquet, and Philippine mahogany parquet; on one wall a white and gold mural wall canvas is used as an overall pattern to balance the "spot" focal points, such as carpet panels, wood screens, potted plants, and sculptured stallions. The carpet panels are an acoustic aid, and eliminate soiling the wall at the waiting line. Ceiling heights vary, providing a visual separation of areas. They are of regular and striated acoustone, with steel-acoustic used in the serving area.

The cafeteria is housed in a simple, economical shell of light steel frame on a concrete floating slab foundation. The six-inch black hollow brick walls are paneled between columns. In line with the low-cost simplicity of the "shell", mechanical rooms were separated, with an exterior mechanical raceway around two sides. This proved economical and highly satisfactory for the heating and air conditioning.

September, 1957  
Construction Contracts  
2% Above Year Ago

September contracts for future construction in the United States totalled \$2,624,928,000, an increase of 2% over September 1956, F. W. Dodge Corporation, construction news and marketing specialists, reported.

Dollar volume of residential contracts in September amounted to \$1,151,249,000, an increase of 10% compared to the like 1956 month.

#### MORE HOMES BUILT

Increased activity in contracts for one- and two-family houses accounted for a great part of the gain in dollar volume in the total residential category.

Dodge contract figures for September, for the first time this year, reported a gain in the number of single-family houses. The 71,102 units in September were 3% above the like month of a year ago.

The total number of dwelling units contracted for in September amounted to 86,397, an increase of 7% compared to September, 1956.

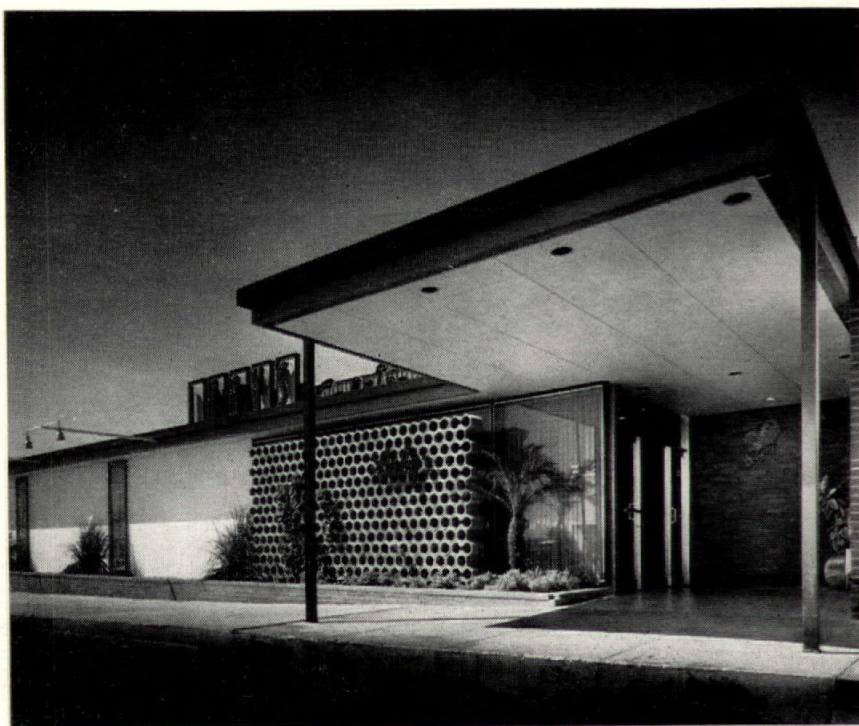
#### DOLLAR VOLUME UP

Dollar volume of non-residential contracts in September amounted to \$940,864,000, an increase of 1% over the like month of a year ago. Contracts were up for commercial, educational and science, social and recreational, and public buildings.

Luby's Cafeteria  
San Antonio, Texas

Award of Merit  
Commercial Category

Architects:  
Noonan, Thompson, Krocker  
& Associates, TSA-AIA  
San Antonio, Texas





## Spring Branch School By Houston Architects Wins National Acclaim

The Valley Oaks school in Spring Branch, Texas, designed by Houston architects Hugh Gragg and Herschel Winslett, both TSA-AIA, has been selected by an AIA jury panel in Washington, D. C. for showing at a national meeting of school administrators in San Francisco later this winter.

The school features a unique system of cross ventilation and other highlights noted by the AIA judging panel.

A complete story on the Spring Branch school, located near Houston, will be carried in the next issue of the TEXAS ARCHITECT, with accompanying illustration.

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## Texas A & M College Awarded Clay Products Plaque For Third Straight Year

For the third consecutive year, a student of Texas A & M's division of architecture has won the Clay Products Student Scholarship Award made annually at the TSA convention. Charles E. Voelter, 1957 winner representing A & M, was awarded a \$500 grand prize, and A & M won permanent possession of a plaque for the third consecutive win.

### All Seven Schools Represented

All seven schools of architecture in Texas and Oklahoma submitted the work of one of their students to form the display seen at the convention. The students and their respective schools are James Patterson, Texas Technological College; Henry W. Schmidt, University of Houston; Howard Alan, University of Texas; and Charles F. Craig, Rice Institute.

The scholarship program is jointly sponsored by the Clay Products Association of the Southwest and the Texas Society of Architects. The program is endorsed by the Texas Architectural Foundation and provides support for the Foundation's continued interest in architectural education.



Texas A & M Winner

Dick Taylor, executive secretary of the Clay Products Association of the Southwest (left) presents a plaque to A & M architectural student winner Charles Voelter. A & M gained permanent possession of the plaque by winning for the third time the Clay Products Student Scholarship Award — an awards program presented at the TSA Convention annually for the seven schools of architecture in Texas and Oklahoma.



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# San Antonio Express

## EDITORIALS

Thursday, October 24, 1957

M

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### Don't Fire the Architect If You Can't Read Plans

**Editor's Note:** As a general understanding of the functions and services of the architect spreads more and more over the state, we see news stories, headlines, and editorials relating to the profession of architecture. Here is a typical example, from the San Antonio EXPRESS:

If American scientists could hook Senator Hubert Humphrey up as the initial propellant for one of our rockets, we'd have a "moon" circling the moon before nightfall.

He has an automatic starter and he burns high-octane fuel. The only thing the scientists would have to worry about is aiming. Hubert might burrow into the ground in his haste to take off . . . as he did Tuesday.

Humphrey's "rocket" wasn't loaded, however, but he did make a serious charge:

"American foreign policy is in such trouble and has resulted in so many failures and retreats that its architect should resign."

The "architect" is Secretary of State Dulles.

Humphrey lamented "Russia's surprise scientific breakthrough" and proposed an inquiry of the Defense Department and the Budget Bureau. For the senator's information, Columnist Robert S. Allen quoted sources since identified as American intelligence, last July that Russia would launch an earth satellite "sometime in October." If the senator's connections were as good as they should have been, and if his reading was as thorough as it might have been, he wouldn't have been surprised.

But, as a member of the Senate Foreign Relations Committee, Humphrey should never be caught in such a reckless charge as he has now made.

Where has America retreated? (Egypt? Aswan Dam? That was no retreat. That was a maneuver that left the Russian Bear standing naked in his commitment to build Nasser a dam . . . and not a hair has turned on that project since).

Where has American foreign policy failed? Formosa? The Middle East? Communism has been contained. Not easily but fairly definitely.

The senator should be specific if he is as interested in American welfare as he suggests that he is.

There's nothing wrong with the "architect." The would-be builder simply can't read the blueprints.

### Apco-Rubin Division Of Tusco Corporation Formed in Houston

The Tusco Corporation of Houston has announced the consolidation of Aluminum Products Company and Rubin Glass & Mirror Company into a division to be known as Apco-Rubin, Division of Tusco Corporation. C. N. Posey, Tusco vice president-operations, has been appointed for acting general manager. C. W. Goldner, formerly general manager of Rubin, is the assistant general manager and general sales manager.

Aluminum Products, manufacturer of APCO residential and commercial aluminum windows and doors since 1947, has distributors and dealers throughout the entire country. There is a branch office and warehouse in San Antonio.

The APCO Single-Hung Window, APCO Horizontal Sliding Window and the APCO Patio Door are manufactured for residential use. Over 1,500,000 residential windows have been sold since 1947.

#### Approved for Use

The APCO Window Wall Unit and the APCO DH-A2 Single-Hung Window, both approved by Pittsburgh Testing Laboratories for use in schools, hospitals, and institutions, are high-quality commercial windows.

Rubin Glass & Mirror Company, formed in 1888, manufactures mirrors, shower doors, tub enclosures and glass jalousie strips, and is distributor and installer for Libbey-Owens-Ford glass, Kawneer store fronts, and interior glass partitions.

"The Apco-Rubin sales force will sell the combined lines of both companies," said Mr. Goldner. "On future commercial buildings we will be able to offer the APCO Window Wall, APCO DH-A2 Single-Hung Window, store fronts, entrances, glass and glazing all under one servicing guarantee. Architects and contractors will appreciate the advantages of having one supplier and installer to accept the job responsibility for these associated building products on contract jobs."

Apco-Rubin sells and installs all types of glass used in the construction industry as well as mirrors, specialty glass, store fronts and monumental entrances.

General offices are located in Houston at 1901 Franklin.

### Catalog Available From McKinney Company On Hinge Installations

An illustrated catalog and guide (#93A) on hinge installations, complete with information on U. S. Government specifications, has been prepared by McKinney Manufacturing Company.

The 12-page booklet contains facts about hinge location, finishes, door frequency, bearings and the various types of hinges and their uses.

Copies are available by writing: McKinney Manufacturing Company, 1715 Liverpool Street, Pittsburgh 33, Pa.

### Public Opinion Survey

(Continued from page 5)

The film was produced, written and directed by Academy and Peabody Award winners Eugene Milford and Sidney Katz with the technical and editorial assistance of the American Institute of Architects.

"Design for Building Wisely," is available for showing at women's clubs, Parent-Teacher Associations, schools, colleges, libraries, and architect groups.

The color film can be borrowed without charge by writing Kentile, Inc., 58 Second Avenue, Brooklyn 15, N. Y.



# NEW PRODUCTS

A new line of vinyl industrial tile has been announced by Azrock Products Division, Uvalde Rock Asphalt Company. The new line is to be called "DURACO."

The line includes 10 numbers, five marble patterns and five terrazzo patterns, coordinated with accepted industrial color standards. They are DV-432, gray marble; DV-433, gray terrazzo; DV-434, light gray marble; DV-435, light gray terrazzo; DV-436, beige marble; DV-437, beige terrazzo; DV-438, tan marble; DV-439, tan terrazzo; DV-441, green terrazzo; DV-442, green marble. It is available in 9"x9" size; 3/32" standard and 1/8" heavy duty thickness.

The new tile is composed principally of asbestos fiber, inert filler and coloring pigment bound together by a 100% vinyl binder. Duraco is designed to meet the problems common to factory floor areas and is the result of years of intensive research and development at Azrock's Houston Plant.

Introduction of the new tile will include double page announcement spreads in the factory and plant magazines. This is to be followed in 1958 by a series of full page ads. An intensive direct mail solicitation is to be made to plant personnel. Sweet's "Plant Engineering" File will carry a four-page catalog. Copies of this catalog will also be available to Azrock dealers for use in their own areas.

☆☆☆

A new multi-purpose latex texturing paint is being produced by the Glidden Company.

Called Spred Stipple-Texture, the new Glidden finish is a high-hiding, ready-to-use latex paint that does not require blending with other materials to create a financial product. It combines all the advantages of texture and all the beauty of paint in a single application.

Combining three-in-one benefits for both do-it-yourself and professional painters, Glidden's new Spred Stipple-Texture contains micronized silica particles which provide all the effects normally achieved by sand for the following uses: texturing of new or old surfaces to create special effects or hide minor surface imperfections; one-coat stippling of dry wall construction to seal and hide imperfections in spackled nail heads and similar applications; economical filling of masonry

block pores so that unsightly "pinholing" in finish coats of paint is completely eliminated and maximum water repellancy and excellent appearance is developed on both interior and exterior surfaces.

☆☆☆

Anticipating an increased demand for electronic air cleaning equipment this year, Trion, Inc. of Pittsburgh, has introduced a new and expanded line of electronic air cleaners, eight models in all, for use in homes and small commercial establishments.

The new line, which includes six units that are being offered for the first time, was announced at the 1957 National Association of Home Builders Show in Chicago.

The new Trions offer a much wider range in capacity, 1000 to 9600 cubic feet of air per minute, than was heretofore available. With the introduction of the Model 6 line, there is now a Trion Electronic Air Cleaner to fit any furnace ranging from 100,000 to 960,000 BTU, and any central air cooling unit from 3-ton and 25-ton capacity.

☆☆☆

A cushioned rubber floor tile offering sound control properties claimed to be superior to other types of floor covering has been introduced by the B. F. Goodrich Flooring Company, Watertown, Mass.

The material, called Airpath, has a super-dense rubber surface that eliminates dirt-catching pores. Underneath is a buoyant, cellular rubber cushion. The 9 x 9-inch tiles are approximately three-sixteenths of an inch thick.

Airpath, according to the B. F. Goodrich Flooring Company, provides the greatest degree of impact noise isolation per unit thickness.

Tests made by an independent acoustical engineering laboratory show that Airpath has noise-deadening qualities superior to other floor coverings, including cork, carpet, regular rubber tile and wood block. This applies particularly to the transmission of sound to the room below Goodrich officials say.

Up to now, Airpath applications have been limited almost exclusively to hospitals, broadcasting studios and rooms housing automatic control equipment. However, with the introduction of a completely new line of decorator colors, Airpath is being specified by architects for custom home installation.

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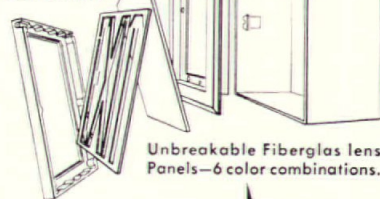
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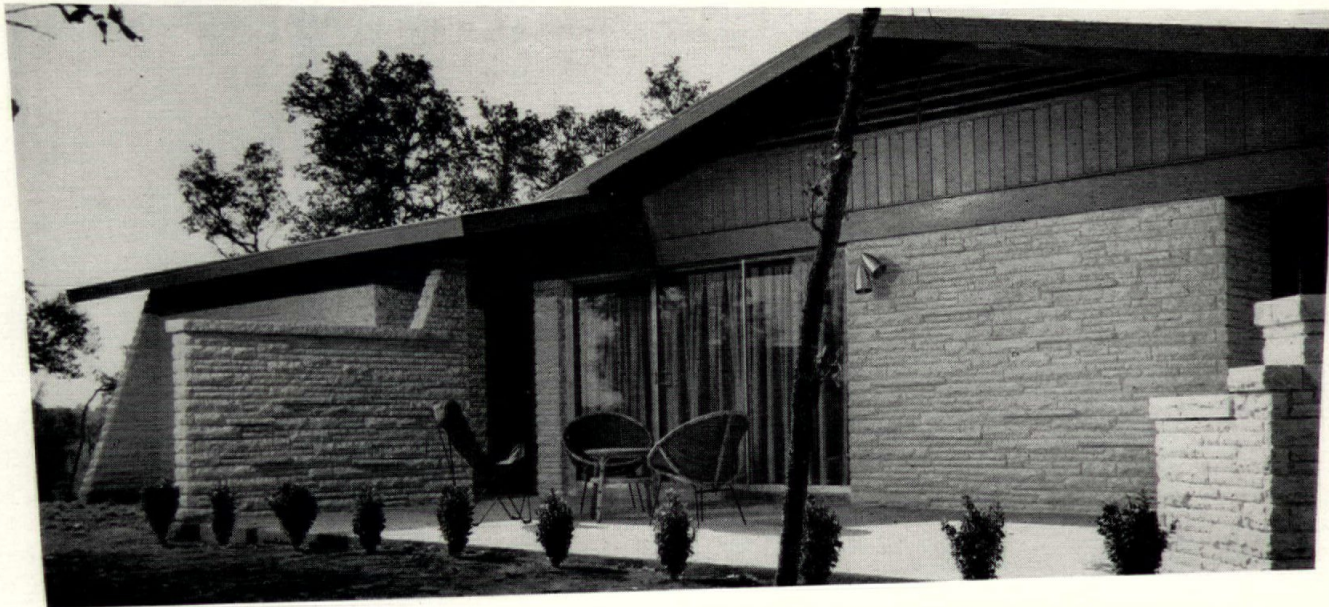
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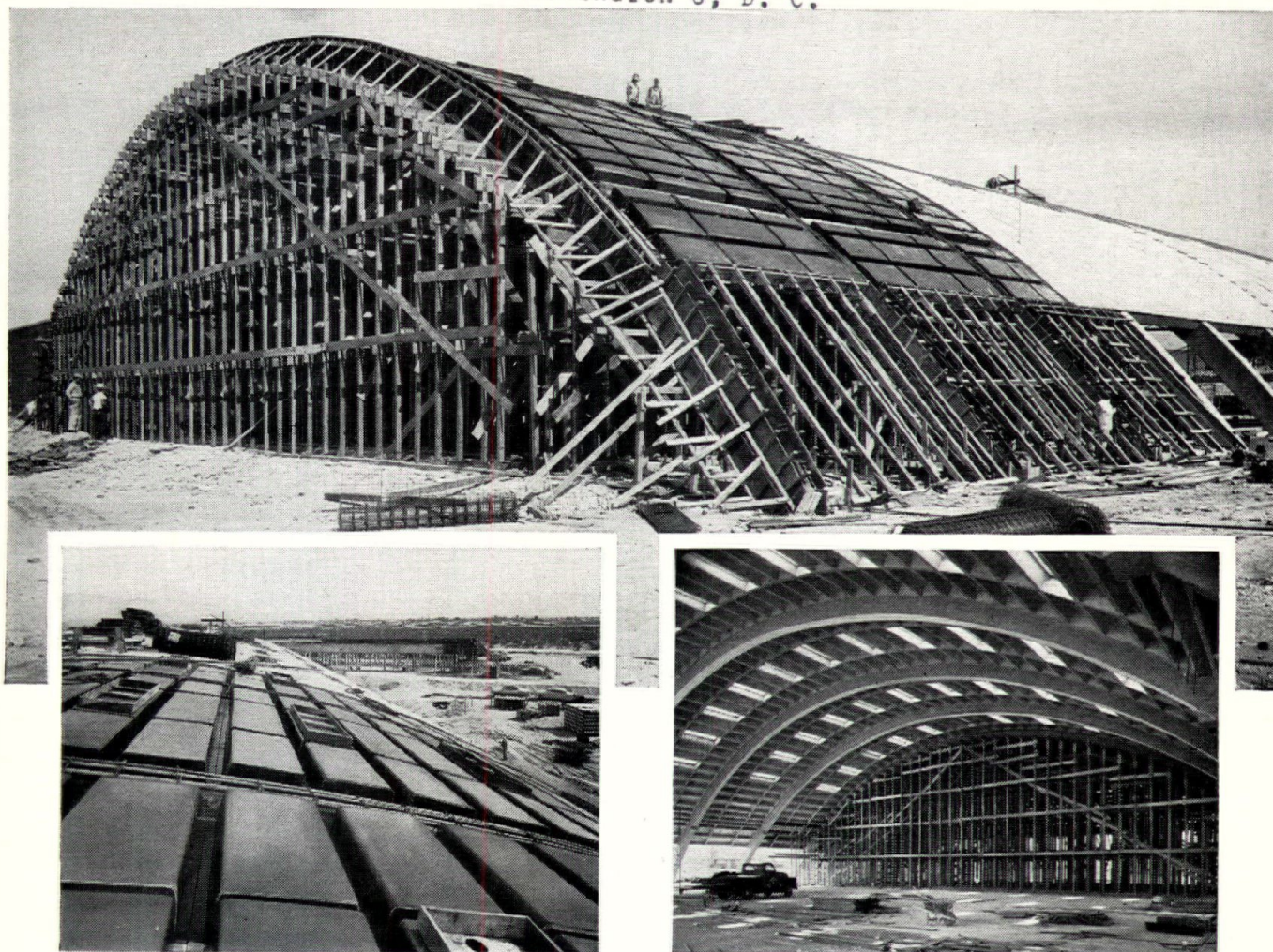
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